

عنوان مقاله:

Using Fuzzy Logic to Design a Model for Measuring Social Capital

محل انتشار:

کنفرانس بین المللی چالش های نوین در مدیریت (سال: 1394)

تعداد صفحات اصل مقاله: 9

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خلاصه مقاله:

In the last two decades, the concept of social capital has developed and emerged in various forms and in differing fields as one of the most essential and fundamental issues. Social capital refers to the set of available social norms in social systems which leads to the promotion of cooperation among the members of a given society and the reduction of communication and transaction costs. With regard to the qualitative nature of the principles of social capital, the construct of social construct cannot be easily quantified and measured through common methods. With concern to this research problem and gap, a method based on fuzzy logic was proposed in the present study overcome this challenge and issue. The purpose of this study was to design and develop a model to measure and quantify the level of social capital via fuzzy logic. For investigating and implementing the proposed model, a validation study was conducted on 374 sample participants who were randomly selected from among the population 14000 staff members working within Tabriz Municipality. This research study can be regarded as an applied study but it was based on descriptive methodology in which original data was obtained from sample participants. The instrument used collect data in the study was based on the questionnaire developed by Nahapiet and Ghoshal (1998). For analyzing data, fuzzy mathematics was used. Triangular numbers were used for fuzzification and mamadani method was used for drawing fuzzy implications. Also, method of gravity center was used for defuzzification in the Matlab software. The results of the study indicated that the obtained value for social capital among the staff members of Tabriz municipality was 63.5 within the interval [0, 100]. Hence, membership degree or social capital of 0.54 was at the intermediate level and 0.45 at the high level. Furthermore, within the mentioned interval, scores for the structural, relational and cognitive dimensions were 49.3, 66 and 70.91, respectively.

کلمات کلیدی:

social capital, structural capital, relational capital, cognitive capital, fuzzy logic

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